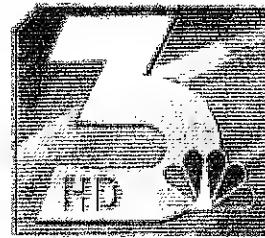


ORDER



Orders	Order / Rev:	104119	
	Alt Order #:	06831860	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	07/31/12 - 08/06/12	Primary AE:
	Original Date / Rev:	07/09/12 / 07/11/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
			Amy McCreary
			BLPHI
			National

Agency	Name:	Shorr Johnson Magnus	
	Buying Contact:		Billing Type:
	Billing Contact:		Broadcast
		1831 Chestnut St.	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:
			15%

Advertiser	Name:	Berkley Shelley for Senate Revised	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PLC01	Order Separation:
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/06/12	55	\$104,725.00	\$89,016.25	August 2012	55	\$104,725.00	\$89,016.25	0.00
					Totals	55	\$104,725.00	\$89,016.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$104,725.00
Market	100%	\$213,724.49

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$42,744.90
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$34,195.92
KTUD	0%	\$0.00
KVVU	13%	\$27,784.18
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,274.49

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/Wagners	5-6a		-TWTF--	:30	4	\$400.001	0.00	NM	4	\$1,600.00	
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 07/30/12	08/05/12	-TWTF--		4			\$400.00		0.00				

Order / Rev: 104119
Alt Order #: 06831860
Flight Dates: 07/31/12 - 08/06/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/31/12	08/03/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 2	KSNV	08/06/12	08/06/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 3	KSNV	08/06/12	08/06/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 4	KSNV	07/31/12	08/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 5	KSNV	07/31/12	08/03/12	Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,400.00	1	0.00	NM	8	\$11,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 6	KSNV	08/06/12	08/06/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 7	KSNV	08/06/12	08/06/12	News 3 Olympic Zone	CM	7:30-8:00PM	M-----	:30	1	\$750.00	1	0.00	NM	1	\$750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 8	KSNV	07/31/12	08/04/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTFSA-	:30	5	\$750.00	1	0.00	NM	5	\$3,750.00
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 9	KSNV	08/06/12	08/06/12	Olympics Primetime	CM	730pm-12am	M-----	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12															
E 10	KSNV	08/03/12	08/03/12	Olympics Primetime	CM	730pm-12am	-----F--	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 11	KSNV	07/31/12	08/02/12	Olympics Primetime	CM	730pm-12am	-TWT---	:30	6	\$6,000.00	1	0.00	NM	6	\$36,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 12	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	730pm-12am	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 07/30/12															
E 14	KSNV	08/04/12	08/04/12		CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00

Order / Rev: 104119
Alt Order #: 06831860
Flight Dates: 07/31/12 - 08/06/12

Advertiser:	Berkley, Shelley for Senate
Product Desc:	BERKLEY FOR SENATE
Estimate:	30S

KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Today											
				Saturday Today											
				SAT TDOAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	-----S-		1			\$625.00		0.00				
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	GM	4am-6pm			-----S-	:30	4	\$1,700.00	3	0.00	NM
				Olympics Daytime WEEKEND											
				OLY DAYTIME WK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	-----S		4			\$1,700.00		0.00				
E 16	KSNV	08/04/12	08/04/12	Olympics Daytime Week	GM	4am-6pm			-----S-	:30	4	\$1,700.00	3	0.00	NM
				Olympics Daytime WEEKEND											
				OLY DAYTIME WK											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	-----S-		4			\$1,700.00		0.00				
E 17	KSNV	07/31/12	08/03/12	Olympics Daytime Week	GM	9am-4pm			-TWTF--	:30	8	\$1,200.00	3	0.00	NM
				Olympics Daytime Weekdays											
				OLY DAYTIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	-TWTF--		8			\$1,200.00		0.00				
E 18	KSNV	08/06/12	08/06/12	Olympics Daytime Week	GM	9am-4pm			M-----	:30	2	\$1,200.00	3	0.00	NM
				Olympics Daytime Weekdays											
				OLY DAYTIME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	M-----		2			\$1,200.00		0.00				
N 19	KSNV	08/04/12	08/04/12	Weekend Jeopardy/Whe	GM	630-730pm			-----S-	:30	1	\$500.00	1	0.00	NM
				WKND Jeop/Wheel											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/30/12	08/05/12	-----S-		1			\$500.00		0.00				